We claim:

1   1.   A computer readable medium storing a web page
2   wherein the web page comprises a plurality of computer
3   readable instructions, the instructions representing page
4   content and an embedded advertising tag, wherein the
5   advertising tag when executed by a web browser, causes
6   the browser to:
7   download from a server, at least one media file
8   forming a predefined advertisement, while the browser is
9   displaying a content web page to a user; and
10   during an interstitial interval occurring in
11   response to a user-initiated event for transitioning
12   between successive web pages, suspending the download and
13   displaying said one media file so as to render the
14   advertisement through the browser to the user.